

I. CALL TO ORDER

President, Tom Sims called the meeting to order at 5:33 p.m.

II. ROLL CALL

EDC Members present: Tom Sims, President; Delaine Hall, Vice President; Julie Shacklett, Secretary; Adolfo Ruiz; Mike Moilanen; Duane Ramirez
Members Absent: Andrew Moon

City Staff Present: Jeannette Huggins, City Secretary; Jeff Hinson, City Treasurer; Chris Murphy, Mayor; Michael McCann, EDC Attorney

III. REVIEW AND TAKE ACTION ON THE MINUTES OF THE 12/10/2020 EDC MEETING

Minutes from December 10, 2020 meeting were reviewed.

Adolfo Ruiz made a motion to accept the minutes. Duane Ramirez seconded the motion, which passed unanimously.

IV. REVIEW AND TAKE ACTION ON THE FINANCIAL STATEMENTS AS OF 02/28/2021

Jeff Hinson reported on financials. Adolfo Ruiz made a motion to accept the financials. Julie Shacklett seconded the motion, which passed unanimously.

VI. OLD BUSINESS:

1. Update and discuss HP EDC potential project idea list, additions to that list and issues related thereto. No action may be taken on any proposed projects discussed on this item. [D Hall]
 - a. Citizen Comments: None
 - b. Discussion: No discussion at this time.
2. Update, discuss, and take potential action regarding the use a of an internet survey to determine priority of projects that HP EDC would undertake, and issues related thereto. [A Moon and J Shacklett]
 - a. Citizen Comment: None
 - b. Discussion: Julie advised that this matter is on hold pending the joint workshop with the City Council. Shacklett
3. Update and discuss status of the Voigt Center audio, acoustic, and technology project and issues related thereto. [T Sims]
 - a. Citizen Comments: None
 - b. Discussion: President, Tom Sims reported that Kelly Cowan has been working with DDS throughout the installation of the new technology and will participate in training tomorrow. The acoustics work will take place in the near future.
4. Update, discuss, and take potential action regarding modifications to Triangle Park to facilitate potential amateur sports leagues, festivals, and outdoor markets including issues related thereto. [A Moon]
 - a. Citizen Comments: None

- b. Discussion: The EDC members discussed what the next steps are to move forward on this matter. The EDC members discussed plans, bids, sports leagues, and other aspects required to move forward on this project. Delaine Hall indicated she would work on obtaining a quote from an engineer for the septic system.

VII. NEW BUSINESS

1. Discussion and recap of some of the previously passed EDC expenditures and projects identified Attachment A of this agenda, including discussion of issues related thereto. [T Sims]
 - a. Citizen Comments: None
 - b. Discussion: President, Tom Sims review the list of prior EDC expenses.
2. Discuss and take potential action regarding a Hollywood Park EDC Facebook page and issues related thereto. [J Shacklett]
 - a. Citizen Comments: None
 - b. Discussion: Secretary, Julie Shacklett spoke about having an EDC Facebook page that all EDC members would have admin rights to post news and business updates. Julie Shacklett will create the EDC Facebook page and coordinate with Vice President, Delaine Hall to maintain the page.
3. Discuss and take potential action regarding the grand opening of “The Wine Bar.” [T Sims]
 - a. Citizen Comments: Ricky Rose of Rosé Bistro spoke of his new business opening in Galleria Oaks in three weeks.
 - b. Discussion: None.
4. Discuss and take potential action regarding the grand opening of “Planet Home Lending.” [T Sims]
 - a. Citizen Comments: Toni Brumfield and Tammy, Branch Manager of Planet Home Lending spoke of their new branch open in the Killam Building located at 17115 San Pedro. They handle home lending and refinancing.
 - b. Discussion: None
5. Discuss and take potential action on partnership with the HPCA welcoming committee listing existing businesses in the new residence packets and including information to new businesses and on Hollywood Park amenities. [T Sims]
 - a. Citizen Comments: None
 - b. Discussion: President, Tom Sims discussed his recent conversations with members of the HPCA Welcoming Committee. The Committee asked for EDC participation in sharing business information they can include in their Welcome Packets. No action taken on this item.
6. Discuss and take potential action on resolution adopting the 2021 Local Business Outreach Project including discussion on issues related there to. [T Sims]
 - a. Citizen Comments: None
 - b. Discussion: *Secretary, Julie Shacklett made a motion to adopt the 2021 Local Business Outreach Project. Adolfo Ruiz seconded the motion,, which passed unanimously.*
7. Discuss and take potential action on resolution adopting the 2021 Marketing Project including discussion on issues related there to. [T Sims]
 - a. Citizen Comments: None
 - b. Discussion: *Adolfo Ruiz made a motion to adopt the 2021 Marketing Project. Secretary, Julie Shacklett seconded the motion,, which passed unanimously.*


8. Discuss and take potential action on resolution adopting the 2021 Advertising Project including discussion on issues related there to. [T Sims]
 - a. Citizen Comments
 - b. Discussion: *Secretary, Julie Shacklett made a motion to adopt the 2021 Advertising Project. Duane Ramirez seconded the motion,, which passed unanimously.*

Items for the next EDC Meeting discussed: Adolfo Ruiz would like to discuss disc ball at Triangle park.

VIII. ADJOURNMENT

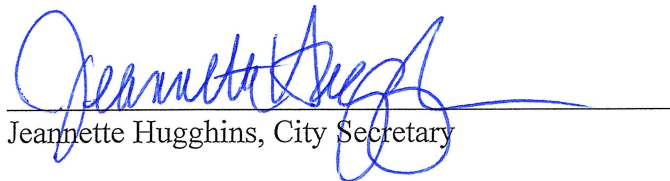
There being no further discussion, the EDC meeting was adjourned at 6:45 p.m..

Minutes of this meeting are approved on this the 15th day of April, 20____.



Tom Sims, President

ATTEST



Jeannette Huggins, City Secretary